



Arizona 2005 Tourism Facts

Statewide and Regional Tourism Indicators

Year-end Summary





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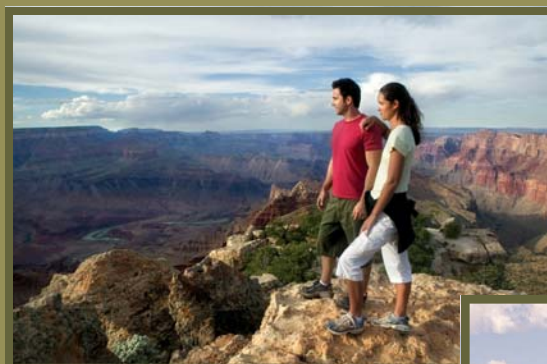
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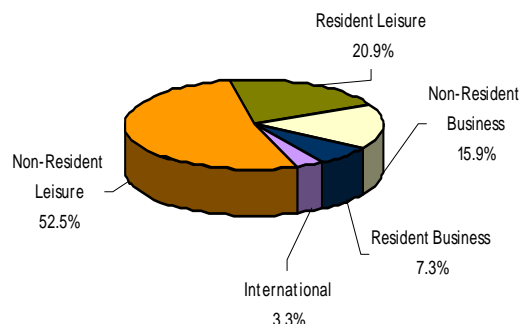
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2005 Summary

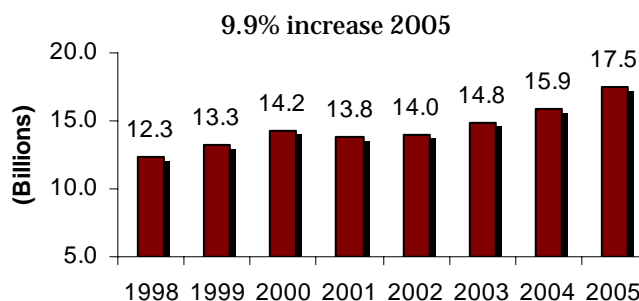
- Direct travel expenditures by all visitors to Arizona increased 9.9% to \$17.5 Billion in 2005, a record year for Arizona Tourism.
- Arizona hosted 31 million domestic and international overnight visitors, equal to roughly 85,000 visitors per day in 2005.
- The largest share of overnight travel came from domestic non-resident travel, up 6.0% over 2004 to 15.8 million person-stays. Domestic non-resident overnight travel to Arizona is an important segment and represents over half of Arizona's total overnight travel volume.
- Total visitation volume from international markets was flat in 2005. However, Arizona did receive increased visitation from its top international markets. Visitation from the UK increased 8.6% to 126,000 person-stays. Canadian visitation increased 18.6% to 422,700 person-stays.
- Direct travel spending in Arizona generated \$456 million in local taxes and \$583 million in state taxes during 2005.
- Travel spending in Arizona generated a total (direct and secondary) impact of 313,000 jobs with earnings of \$9.3 billion in 2005.

2005 Arizona Overnight Travel Volume



Source: 2005 D.K. Shifflet and Associates, Ltd.; 2005 US Department of Commerce; 2005 Conference Board of Canada/Statistics Canada; 2001 U of Arizona

Direct Travel Expenditures 1998-2005



Source: Arizona Travel Impacts, Dean Runyan Associates

Key International Markets

	2003	2004	2005
UK	87,000	116,000	126,000
Germany	84,000	77,000	78,000
France	52,000	64,000	72,000
Japan	44,000	60,000	50,000
Mexico (Air Only)	68,000	42,000	42,000
Canada	299,100	356,300	422,800

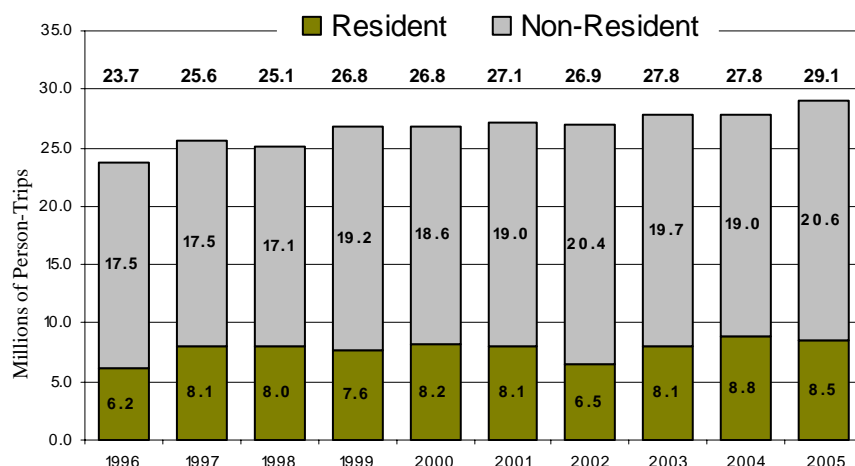
Source: 2005 US Department of Commerce, 2005 Conference Board of Canada/Statistics Canada

2005 Arizona Domestic Overnight Travel

- Arizona Domestic Overnight Person-Stays volume increased 4.7% to a record 29.1 million domestic overnight visitors, driven by increases from 2004 to 2005 in Overnight Leisure (2.3%) and by the smaller Overnight Business Segment (12.9%).
- Domestic Overnight Leisure demand was at its highest level in 2005, higher than it has been in the past 6 years.
- Arizona's domestic overnight leisure travelers stayed an average of 3.9 nights in 2005, significantly longer than the US average of 2.9 nights.
- Domestic overnight leisure travelers came from further distances, on average, from 2004 to 2005, with the average one way distance increase of 7% from 713 miles to 762 miles, indicating Arizona has a positive appeal to long haul travelers.
- In 2005, Arizona's domestic overnight leisure share of Air travel was double that of the average US overnight leisure destination (26% vs. 13%).

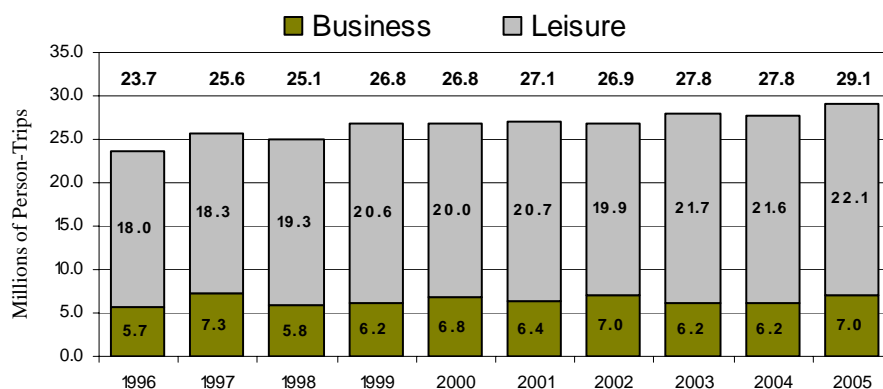


Arizona Domestic Overnight Resident and Non-Resident Travel



Source: 2005 D.K. Shifflet and Associates, Ltd.

Arizona Domestic Overnight Business and Leisure Travel



Source: 2005 D.K. Shifflet and Associates, Ltd.

2005 Top 10 Originating States: Arizona Domestic Overnight Leisure (millions person-stays)

Arizona	6.43	Washington	0.64
California	5.83	New Mexico	0.64
Nevada	0.86	Colorado	0.64
Texas	0.80	Minnesota	0.60
Illinois	0.66	New York	0.57

Source: 2005 D.K. Shifflet and Associates, Ltd.

2005 Arizona Domestic Overnight Leisure Visitors

- In 2005, the Domestic Overnight Leisure travel segment provided 69% of Arizona's total overnight person-trips.
- Visitors in the 35-54 age group comprised the highest share of Arizona Overnight Leisure visitors (39%), followed closely by older visitors 55+ (37%) and younger visitors ages 18-34 (24%).
- Arizona's Domestic Overnight Leisure market is comprised mostly of couples (41%), adults traveling alone (28%) and families (20%).
- By party type, couples provided the highest share of travel parties and trip-dollars in 2005, while families provided the second highest share of trip-dollars, but the third highest share of travel parties.
- Domestic non-resident overnight leisure travel to Arizona is composed primarily of boomers and the silent generation, while resident overnight leisure travel shows a higher incidence of Generation X travelers.
- Arizona domestic overnight leisure travel saw an increase in boomer and silent generation visitors in 2005. These two generational groups contribute a relatively higher share of dollars per trip, making them high value visitors on an individual trip basis.

2005 Average Household Income Arizona Domestic Overnight Leisure Travelers

	2003	2004	2005
Resident	\$57,400	\$64,200	\$58,900
Non-Resident	\$75,400	\$76,800	\$75,100

Source: 2005 D.K. Shifflet and Associates, Ltd.

2005 Average Age Arizona Domestic Overnight Leisure Travelers

	2003	2004	2005
Resident	41 yrs.	41 yrs.	44 yrs.
Non-Resident	47 yrs.	48 yrs.	51 yrs.

Source: 2005 D.K. Shifflet and Associates, Ltd.

2005 Arizona Domestic Overnight Leisure Traveler Generation Analysis

	US	Resident	Non-Resident
Millennials (after 1981)	4%	4%	1%
GenX (1965-1980)	42%	47%	29%
Boomers (1946-1964)	36%	30%	39%
Silent (1930-1945)	16%	16%	26%
GI (1929 and earlier)	2%	4%	5%

Source: 2005 D.K. Shifflet and Associates, Ltd.

Primary Activities Arizona Domestic Overnight Leisure Travelers	Non-Resident
Sightseeing	37%
Dining	34%
Shopping	29%
Entertainment	27%
Parks (national/state)	19%
Visit Historic Site	14%
Museum, Art Exhibit	9%
Hike, Bike	8%
Attend Sports	8%
Golf	7%

Source: 2005 D.K. Shifflet and Associates, Ltd.



2005 Arizona Domestic Overnight Leisure Travel Primary Activities

- Arizona has domestic participation rates well above the US average on Sightseeing, National/State Park, Historic Sites, and Golf visits.
- The primary activities for overnight non-resident and resident leisure travelers were similar except non-resident travelers indicated a higher percentage of golf, museum and historic site visitation than resident travelers.

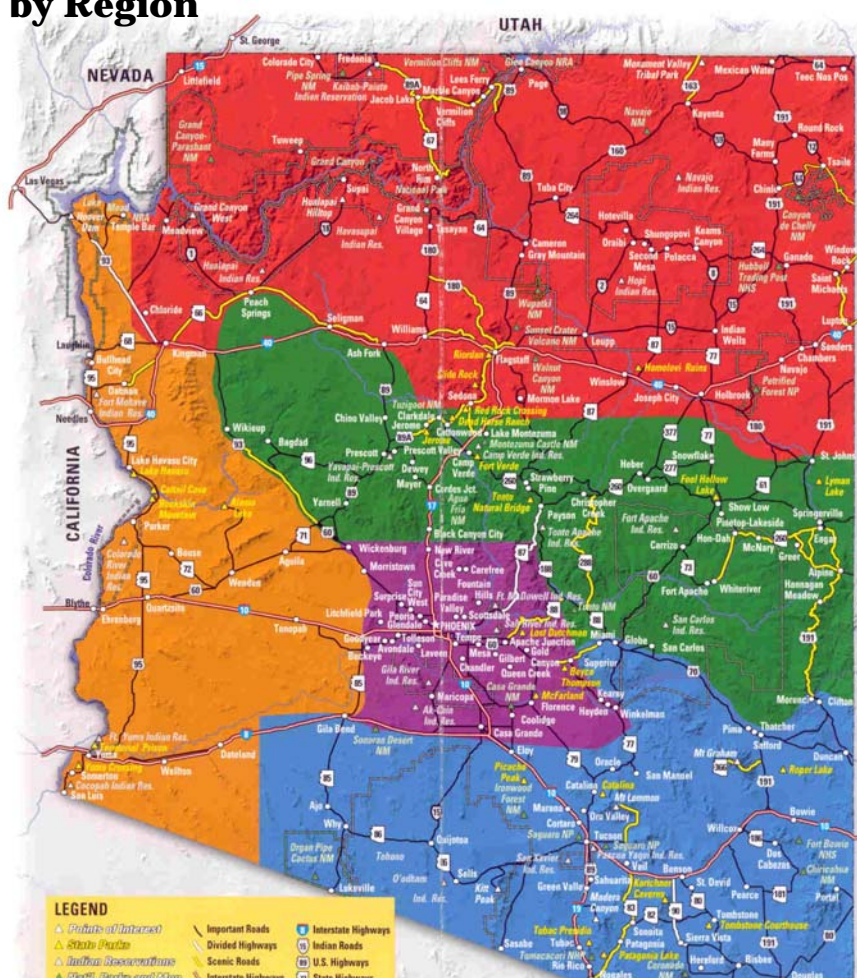
Primary Activities Arizona Domestic Overnight Leisure Travelers	Resident
Dining	32%
Sightseeing	25%
Shopping	20%
Entertainment	17%
Parks (national/state)	13%
Hike, Bike	9%
Camping	9%
Attend Sports	8%
Night Life	8%
Nature/Culture	6%

Source: 2005 D.K. Shifflet and Associates, Ltd.



Domestic Overnight Leisure Travel by Region

- The data on the following pages provides an analysis of Arizona Domestic Overnight Leisure by Arizona Region. The map to the right depicts Arizona's five regions, the red area represents Northern Arizona, the green area Central Arizona, the purple area Phoenix & Central, the blue area Tucson & Southern and the orange area the West Coast. In instances where visitors did not indicate the area visited in Arizona, those visitors are categorized under Other Arizona.
- Domestic Overnight Leisure visitation to Arizona's regions varies in terms of visitor demographics, leisure activities, trip timing and origin region. The following tables provide a comparison between Arizona's regions.



	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Domestic Overnight Leisure Visitation	22.1 M	19.6%	7.1%	5.8%	44.5%	17.0%	6.0%
Average Age	49	47	49	46	50	47	47
18-34 years	24%	29%	15%	35%	20%	34%	22%
35-54 years	38%	41%	51%	32%	41%	30%	51%
55+ years	37%	30%	33%	33%	39%	36%	27%
Average HH Income	\$70,380	\$73,100	\$76,490	\$68,710	\$74,700	\$60,930	\$63,170
Average Party Size	2.3	2.7	2.4	2.6	2.0	2.4	2.4
Average Length of Stay	3.9	2.6	3.3	2.5	4.6	4.0	4.1

Source: DK Shifflet and Assoc.

Domestic Overnight Leisure Travel by Region

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Trip Timing							
1st Quarter (Jan, Feb, Mar)	27%	17%	38%	13%	27%	34%	23%
2nd Quarter (Apr, May, Jun)	24%	31%	22%	31%	25%	18%	18%
3rd Quarter (July, Aug, Sept)	24%	32%	23%	27%	21%	21%	31%
4th Quarter (Oct, Nov, Dec)	25%	20%	18%	28%	27%	27%	29%

Source: DK Shifflet and Assoc.

- Trip timing to Arizona is fairly even between all four quarters. When looking at trip timing by regions within Arizona, however, seasonality does emerge. For instance, the West Coast receives 38% and Tucson & Southern Region's 34% of their annual visitation during the first quarter. Northern Arizona receives 31% of its visitation during the second quarter and 32% of its visitation during the third quarter.
- In terms of leisure purpose of stay, most overnight visitors come to Arizona to visit friends and relatives (42%). However, when looking at visitation to Arizona's regions, the primary purpose of stay differs depending on the region. In Northern Arizona, a high percentage of visitors travel there for a general vacation (43%), whereas the West Coast attracts visitors for getaway weekends (39%).
- Leisure visitors to Arizona predominately travel as couples (41%), as one adult (28%) or as a family (20%). By region, visitors to North Central Arizona are equally likely to travel as couples (37%) or as a family (35%). The Phoenix & Central region has a high incidence of both couple party type (36%) and one adult travel type (37%).

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Leisure Purpose of Stay							
Getaway Weekend	13%	23%	39%	23%	8%	13%	28%
General Vacation	22%	43%	15%	12%	15%	16%	20%
Visit Friend/Relative	42%	12%	28%	46%	51%	53%	31%
Special Event	11%	13%	8%	12%	13%	10%	5%
Other Personal	12%	9%	10%	8%	12%	8%	16%
Traveling Party							
One Adult	28%	11%	29%	16%	37%	26%	23%
Couples	41%	48%	37%	37%	36%	39%	36%
Two Males or Two Females	5%	7%	4%	6%	6%	3%	7%
Three or more Adults	6%	12%	7%	5%	5%	6%	6%
Families	20%	22%	24%	35%	16%	26%	28%

Source: DK Shifflet and Assoc.

2005 Domestic Overnight Leisure Travel by Region

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Origin State							
Arizona	29.1%	36.3%	18.2%	58.2%	15.3%	39.2%	41.5%
California	26.4%	24.8%	60.7%	18.3%	26.9%	24.0%	28.8%
Nevada	3.9%	3.1%	6.7%	9.9%	2.8%	0.2%	1.6%
Texas	3.6%	2.5%	0.9%	0.6%	4.4%	3.1%	5.7%
Illinois	3.0%	2.5%	0%	1.0%	5.1%	2.3%	2.1%
New Mexico	2.9%	2.4%	0.7%	0.7%	4.0%	2.7%	3.7%
Washington	2.9%	1.3%	1.2%	0.9%	4.4%	1.9%	1.1%
Colorado	2.9%	2.2%	0.9%	1.1%	2.5%	4.4%	0.8%
Minnesota	2.7%	1.2%	0.9%	0.2%	5.1%	1.3%	1.5%
New York	2.6%	1.0%	0%	0.1%	4.9%	1.4%	1.4%
Florida	2.1%	2.5%	0.8%	0%	1.9%	1.6%	0.2%

Source: DK Shifflet and Assoc.

- The table above represents top origin states by Arizona region. Californians represent approximately 61% of the overnight leisure visitation to the West Coast Area. Tucson and Southern Arizona's visitation is comprised of visitors from Arizona, California and Colorado. Northern Arizona's top feeder markets for leisure travel are Arizona, California and Nevada.
- The table below depicts overnight leisure travelers top activities by region. Dining, Sightseeing, Shopping and Entertainment were the top four categories for every region. Those categories were removed from this analysis to provide a more detailed comparison among other leisure activities. Northern Arizona's visitors enjoy visiting State/National Parks, hiking and biking and visiting historic sites. West Coast visitors enjoy camping, while Phoenix & Central visitors enjoy the area's night life and attending sporting events.

2005 Top Leisure Activities Overnight Visitors	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Parks (National/State)	18%	45%	8%	11%	10%	19%	13%
Visit Historic Site	12%	17%	7%	11%	8%	19%	8%
Attend Sports/Olympic Event	8%	1%	4%	1%	13%	12%	2%
Hike, Bike	8%	16%	6%	13%	3%	6%	11%
Museum/Art Exhibit	7%	5%	2%	2%	8%	11%	2%
Night Life	7%	3%	8%	5%	10%	7%	3%
Camping	6%	6%	18%	9%	2%	6%	21%
Golf	6%	3%	5%	1%	9%	4%	1%
Gamble	5%	3%	10%	8%	5%	5%	8%

Source: DK Shifflet and Assoc.

The Economic Impact of Travel in Arizona

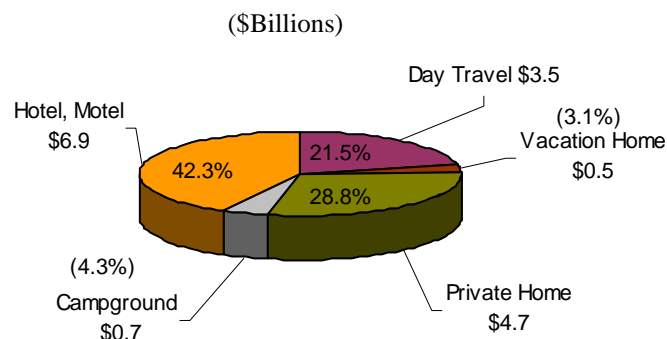
- Travel is an important contributor to the health of both the state and local economies. In 2005, total direct travel spending in Arizona was \$17.5 billion. Travel industry employment increased by 3.3 percent, marking the third consecutive year of employment growth.
- Arizona visitors that stayed overnight in lodging establishments accounted for 42.3 percent of all visitor spending in 2005.
- Taxes generated by the travel industry are primarily paid by visitors rather than residents. In 2005, 78% of the visitor spending in Arizona was made by international visitors and residents of other states, making the local and state tax revenue generated by travel spending a net benefit to Arizona residents.

Direct Travel Expenditures 2005

EXPENDITURES	\$17.5 B
TAX REVENUE	2,104 B
FEDERAL	\$1,064 B
STATE	\$583 M
LOCAL	\$456 M

Source: Arizona Travel Impacts, Dean Runyan Associates

Visitor Spending by Type of Traveler Accommodation 2005p



Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Employment 2005

EMPLOYMENT	
Direct	168,000
Secondary	145,000
TOTAL	313,000

DIRECT EMPLOYMENT BY SECTOR

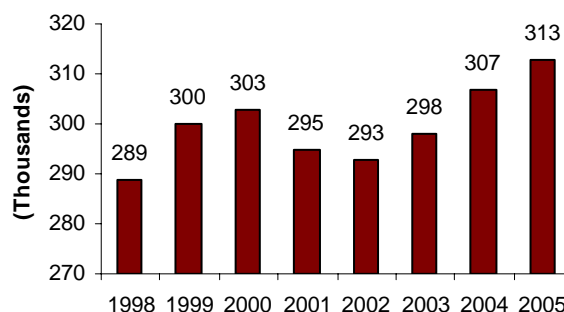
1. Accommodation & Food Services	86,000
2. Arts, Entertainment & Recreation	45,000
3. Retail Trade	20,000
4. Transportation	17,000

DIRECT PAYROLL \$4.5B

TOTAL PAYROLL \$9.3 B

Source: Arizona Travel Impacts, Dean Runyan Associates

Total Travel Employment 1998-2005



Source: Arizona Travel Impacts, Dean Runyan Associates

Total Direct Travel Spending in Arizona

	Spending (\$ Billion)	Earnings (\$ Billion)	Employment (Thousand)	Tax Revenue (\$ Billions)			
				Local	State	Federal	Total
1998	12.3	3.3	155	348	391	647	1,386
1999	13.3	3.6	161	368	429	712	1,509
2000	14.2	3.8	163	391	454	743	1,588
2001	13.8	3.8	159	372	457	795	1,623
2002	14.0	3.8	157	379	484	853	1,716
2003	14.8	4.0	159	391	503	914	1,808
2004	15.9	4.3	163	413	535	987	1,936
2005p	17.5	4.5	168	456	583	1,064	2,104

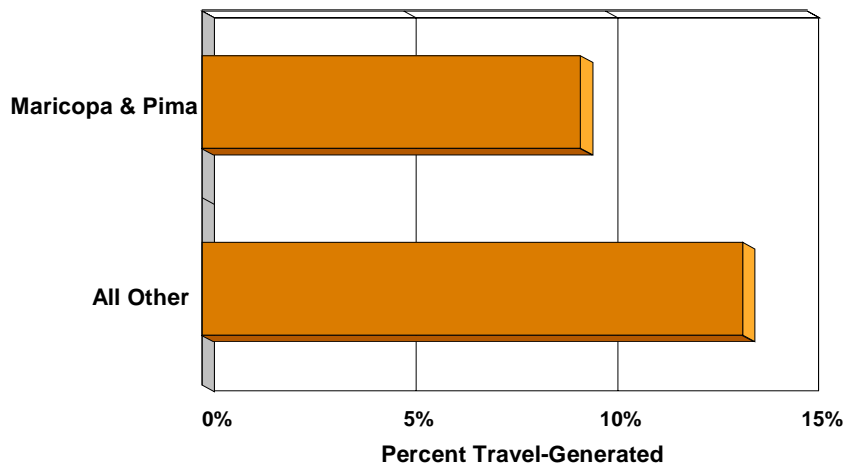
Source: Arizona Travel Impacts, Dean Runyan Associates

Total Direct Travel Spending in Arizona 2005p

	Travel Spending		Related Travel-Generated Impacts			
	Total (\$ Million)	Earnings (\$Million)	Employment (jobs)	Local Taxes (\$Million)	State Taxes (\$Million)	Total Taxes (\$Million)
Apache	128.5	26.6	1,730	2.9	5.1	8.0
Cochise	322.4	70.9	4,190	10.6	11.3	21.9
Coconino	836.5	222.4	10,740	24.1	31.0	55.0
Gila	232.6	55.6	2,860	2.9	6.4	9.4
Graham/ Greenlee	36.4	8.7	860.0	0.9	1.5	2.4
La Paz	205.9	30.8	1,430	2.1	8.5	10.6
Maricopa	10,960.6	2,980.6	91,160	311.5	345.9	657.4
Mohave	434.3	98.6	5,110	9.2	17.4	26.5
Navajo	259.1	57.7	3,040	5.5	9.8	15.3
Pima	2,198.3	543.8	25,550	47.2	82.3	129.5
Pinal	359.6	83.9	4,400	6.6	13.6	20.2
Santa Cruz	282.3	50.3	2,280	5.5	8.7	14.2
Yavapai	638.1	165.8	8,780	14.0	20.7	34.8
Yuma	566.3	127.3	5,990	13.4	20.5	33.9
Arizona	17,460.9	4,523.0	168,130	456.4	582.8	1,039.2

Source: Arizona Travel Impacts, Dean Runyan Associates

State Transaction Privilege Taxes Generated By Direct Travel Spending, 2005p



The impact of traveler spending is relatively more important to Arizona's rural counties than urban counties.

Source: Dean Runyan Associates and Arizona Department of Revenue

Arizona County Total Direct Spending, 1998-2005p

	1998	1999	2000	2001	2002	2003	2004	2005p	Annual % Change 04-05p	98-05p
Apache	83.1	95.9	109.2	104.7	105.2	107.8	113.2	128.5	13.5	6.4
Cochise	215.2	238.3	257.7	261.6	283.7	280.2	301.8	322.4	6.8	5.9
Coconino	678.8	714.1	733.9	697.5	699.6	735.9	780.5	836.5	7.2	3.0
Gila	181.2	190.3	205.9	205.9	207.8	213.6	220.5	232.6	5.5	3.6
Graham/ Greenlee	24.9	27.1	31.2	29.6	29.7	30.7	31.8	36.4	14.6	5.6
La Paz	127.7	147.1	160.0	162.7	161.8	173.5	184.2	205.9	11.8	7.1
Maricopa	7,630.4	8,166.8	8,770.5	8,486.0	8,464.8	9,125.4	9,886.4	10,960.6	10.9	5.3
Mohave	261.7	298.2	320.9	328.6	336.5	362.7	396.7	434.3	9.5	7.5
Navajo	183.5	215.5	238.4	224.5	228.0	229.2	236.5	259.1	9.5	5.0
Pima	1,620.5	1,764.7	1,874.0	1,805.3	1,892.4	1,897.8	2,019.4	2,198.3	8.9	4.5
Pinal	219.4	244.1	262.7	271.5	278.6	293.8	323.3	359.6	11.2	7.3
Santa Cruz	207.6	227.2	236.8	237.9	299.7	262.2	272.2	282.3	3.7	4.5
Yavapai	437.8	583.9	555.6	554.5	558.9	581.3	588.2	638.1	8.5	5.5
Yuma	379.0	410.3	439.9	442.5	498.7	498.1	527.5	566.3	7.3	5.9
Arizona	12,250.8	13,323.5	14,196.7	13,812.7	14,045.4	14,792.3	15,882.3	17,460.9	9.9	5.2

Source: Arizona Travel Impacts, Dean Runyan Associates

2005 Arizona Lodging

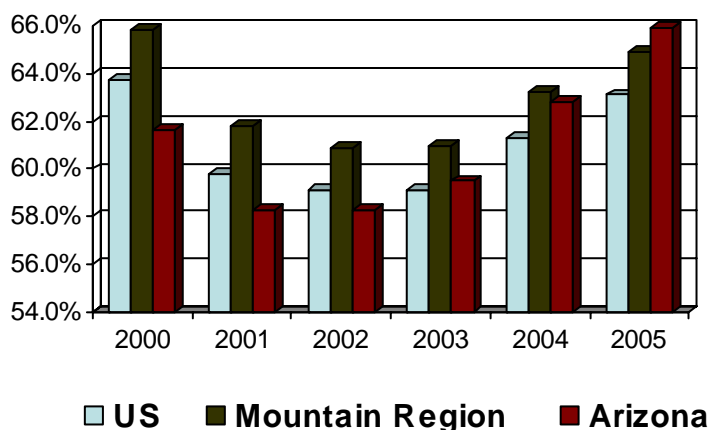
- 2005 was a good year for the lodging industry in Arizona. The state outpaced the US and the Mountain Region in 2005 in terms of percent increases in occupancy, ADR, RevPAR and demand; reaching the highest levels in the past five years.
- Demand for lodging in Arizona increased 5.5% over 2004 compared to the US increase of 3.3% and the Mountain region increase of 3.8%. Room supply remained relatively steady across the state during 2005.
- Lodging demand in 2005 drove increases in occupancy rates in Arizona lodging. Statewide occupancy increased an average of 4.9% for the year to a rate of 65.9%.
- The ADR (Average Daily Rate) for Arizona in 2005 was \$90.68, an increase of 7.3% over 2004. The US's ADR increased 5.3% to \$90.84 and the Mountain Region increased 2.6% to a rate of \$90.05.
- Arizona's average RevPAR rate in 2005 was \$59.76, up 12.6% from the previous year. The increase in average RevPAR was driven mostly by the increases experienced in ADR.
- In 2005, the average RevPAR rate for the state exceeded the average RevPAR rates both nationally and regionally.

Source: Smith Travel Research

Mountain Region States: US Census Bureau

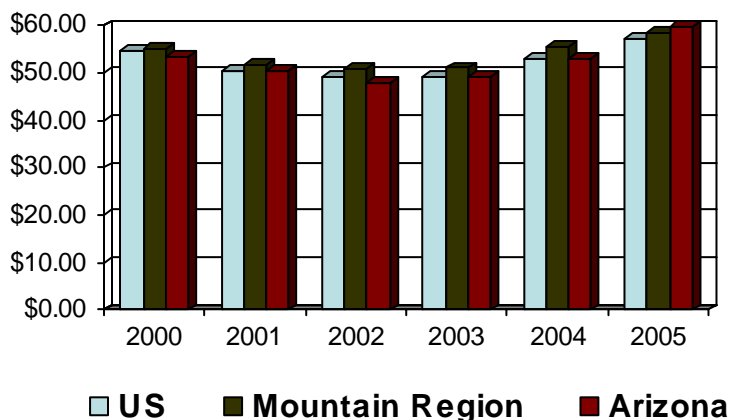


Arizona Occupancy Rates 2000-2005



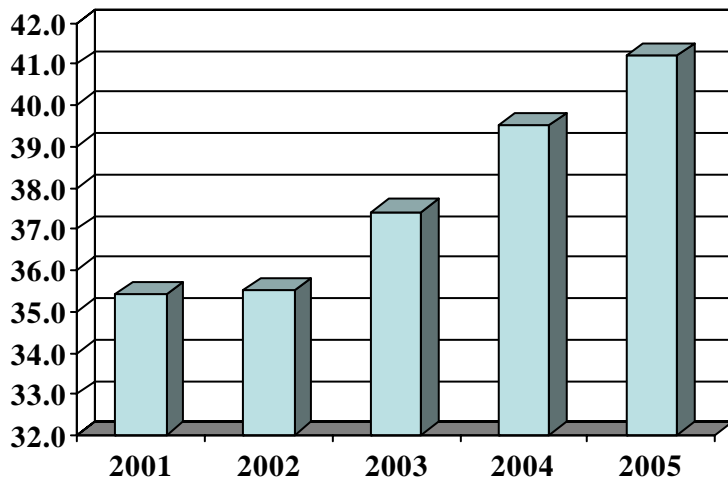
Source: Smith Travel Research

Arizona RevPAR Rates 2000-2005



Source: Smith Travel Research

Phoenix Sky Harbor International Airport Enplanements/Deplanements



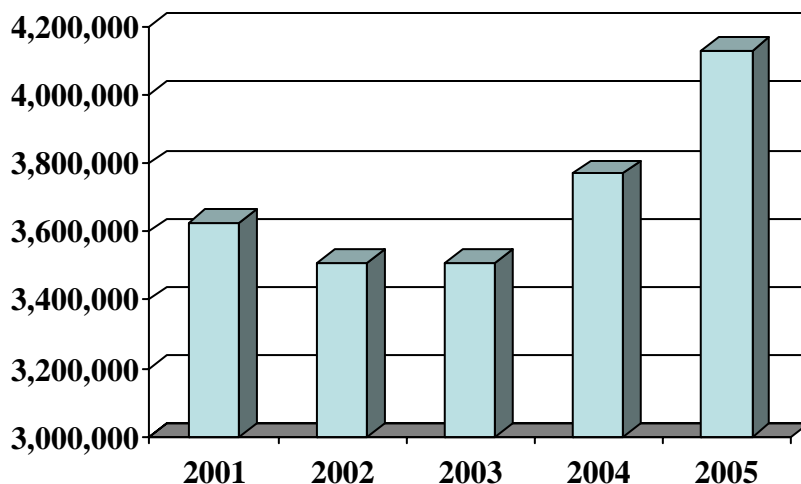
Source: Phoenix Sky Harbor International Airport

2005 Airport Passenger Traffic

2005 was a year record breaking year for both Tucson International and Sky Harbor International Airports. For the first time, Sky Harbor International Airport exceed 40 million passengers in 2005. Tucson International Airport broke the 4 million passenger mark for the first time.

- Sky Harbor International Airport recorded 41,204,011 passengers in 2005, up 4.3% from 2004.
- Tucson International Airport counted 4,130,321 passengers in 2005, up 9.5% from 2004.
- Grand Canyon National Park's airport passenger traffic was up 4.5% from the previous year, or 804,516 enplanements/deplanements.
- Yuma International Airport recorded 121,809 passengers, up 2.1% from the previous year.

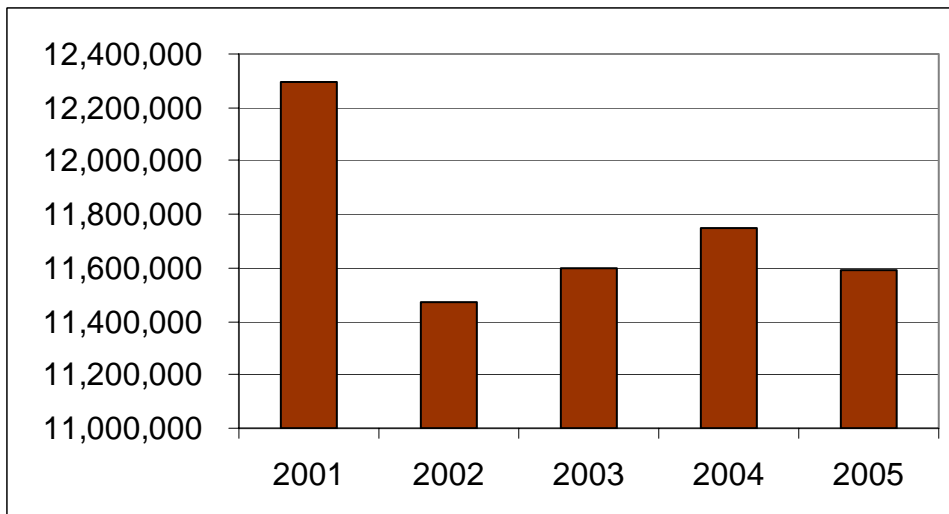
Tucson International Airport Enplanements/Deplanements



Source: Tucson International Airport



Arizona National Park Visitation 2001-2005



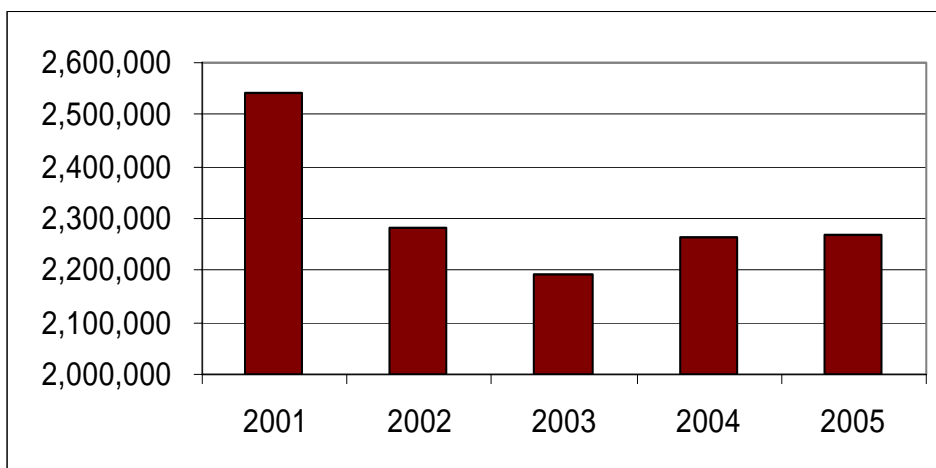
- Arizona's National Parks welcomed 11,594,161 visitors in 2005, a slight decrease from 2004 (-1.3%).

Top Visited National Parks 2005

1. Grand Canyon NP
2. Glen Canyon NRA
3. Lake Mead NRA
4. Canyon de Chelly NM
5. Saguaro NP

Source: National Park Service

Arizona State Park Visitation 2001-2005



- Visitation at Arizona's State Parks remained relatively the same in 2005 with 2,267,246 visitors (+0.1%)

Top Visited Arizona State Parks 2005:

1. Lake Havasu State Park
2. Slide Rock State Park
3. Patagonia Lake State Park
4. Kartchner Caverns State Park
5. Catalina State Park

Source: Arizona State Parks

Top 50 Arizona Attractions

2005 Visitation	Arizona's Top 25 Private Attractions
4,696,285	Chase Field
2,500,000	London Bridge
2,300,000	Tempe Town Lake
1,695,135	U.S. Airways Center
1,250,000	The Phoenix Zoo
736,215	Arizona State University Sun Devil Stadium
699,345	Glendale Arena
675,225	WestWorld of Scottsdale
600,000	Rawhide Western Town & Steakhouse
550,000	Tombstone
453,000	Arizona-Sonora Desert Museum
450,000	Phoenix International Raceway
445,117	Reid Park Zoo
400,000	Arizona Science Center
395,000	Wildlife World Zoo
317,929	Desert Botanical Garden
315,000	Scottsdale Center for the Arts
250,000	Arizona Temple and Visitors' Center
222,277	Grand Canyon Railway
200,000	Heard Museum
175,443	Mesa Art Center
170,853	Phoenix Art Museum
169,729	Arizona Snowbowl & Summer Scenic Skyride
160,000	Tucson Museum of Art & Historic Block
138,226	Pima Air & Space Museum

2005 Visitation	Arizona's Top 25 Natural Attractions
4,470,232	Grand Canyon National Park
3,629,550	Saguaro National Park
2,500,000	South Mountain Park
1,928,274	Glen Canyon National Recreation Area
1,426,915	Lake Mead National Recreation Area*
900,000	Canyon de Chelly
622,912	Montezuma Castle National Monument
598,498	Petrified Forest National Park
594,278	Coronado National Forest and Sabino Canyon Recreation Area
500,754	Lake Pleasant Regional Park
316,684	Lake Havasu State Park
308,832	Organ Pipe Cactus National Monument
303,277	Monument Valley Navajo Tribal Park
243,489	Slide Rock State Park
229,913	Sunset Crater Volcano National Monument
226,010	Wupatki National Monument
221,378	Meteor Crater
184,715	Patagonia Lake State Park
179,129	Kartchner Caverns State Park
175,238	Tohono Chul Park
155,000	Colossal Cave Mountain Park
130,088	Catalina State Park
128,275	Walnut Canyon National Monument
108,830	Tuzigoot National Monument
107,649	Picacho Peak State Park

Source: Reporting Entities